

UOL channel

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MEADOWS@PEIRCE
SEES STRONG SALES ▶





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UOL Group sold 180 units on the first day of its private preview of Meadows@Peirce, its latest residential development along Upper Thomson and opposite Peirce Reservoir. Thousands of interested buyers thronged the showflat, eager to be among the first to select their choice units. Arrangements were made for valet parking and alternative parking space at the nearby James Cook University Campus yet the huge turnout was still totally unexpected. The showflat was filled to the brim and the crowd continued to spill into the showsuite's sofa and beds which doubled up as discussion area.

Releasing an initial batch of 150 units, UOL added another 100 units due to the overwhelming response on the first day. The strong take-up continued steadily and by the end of the first preview weekend, the project sold 250 units. Encouraged by the brisk sales, UOL brought forward its official launch of the 479-unit condominium project and sales crossed 300 units after the

official weekend release. Majority of the buyers are from the immediate vicinity of Thomson, Ang Mo Kio, Bishan and Sembawang. Mainly locals, most of them bought for their own occupation or as investments for their children.

Liam Wee Sin, Chief Operating Officer, UOL Group attributed the good take-up to pent-up demand and location's uniqueness. He said, "The strong sales demonstrate the pent up demand in the Thomson area for a new development. The average price of \$880 psf is attractive and we believe the buyers see the long term value as there are very few large freehold land parcels in the Thomson area for development."

Meadows@Peirce's main appeal is its location across the lush greenery of Peirce Reservoir, unlike anywhere else in Singapore. The project's varied unit types of one to five-bedroom units, garden maisonettes and penthouses is a huge draw as it caters to a wide range of homebuyers, from nature-loving singles to large families. The 3-bedroom proved to be the most popular type, given its spacious and functional layout for small families. The 5-bedroom's unique feature of cascading balconies which offer a landed lifestyle was also popular

with those looking for ample gardening and balcony space.

The tower block comprising mainly one-bedroom with study and three-bedroom apartments is another unique feature of the development as it offers unobstructed view of the rich forestry of the nature reserve. This is the last high rise block in the vicinity to offer such a spectacular view of the greenery.

Besides its location, buyers are attracted to the good product design which UOL is known for. Its top-notch design, landscaping, quality fittings and finishes are also drawing homeowners to Meadows@Peirce. The property stretches across 460,000 sq ft of lush, landscaped grounds and unparalleled nature-inspired facilities such as a three-storey bird watching tower, a dog running court, a meandering brook, a sky-gazing Jacuzzi and a lily-hop pond.

The development consists of a 14-storey tower block and three blocks of 5-storey, ranging from 517 sq ft to 3,068 sq ft in size. TOP is expected to be in 2012.

For more information, please call 6451 0123/ 6451 1221 or visit www.uol.com.sg/meadowsatpeirce.

LIVERPOOL FC FANS OUT IN FORCE AT VELOCITY



Velocity@Novena Square, the sports mall was greeted in red on 24 July when more than 1,000 die-hard Liverpool Football Club fans crowded around the mall to catch a glimpse of their heroes, Fernando Torres and Jamie Carragher.

In partnership with our tenants, Carlsberg and Harry's Bar, these two players made a rare appearance at the mall as part of their Asian Tour. Limited tickets were given to 500 lucky fans for autograph and exclusive photographs with their sports idols. Some of these fans had queued overnight at Velocity five days before the event for their dream chance to get the autographs and pose with their favourite Reds players.

On the event day, fans who did not manage to get the tickets, crowded around the tent to see these multi-million players. As the crowd waited, the emcee teased them with Liverpool FC and Singapore Lions friendly match tickets and Liverpool FC jerseys. Ardent fans were singing Liverpool FC songs and chants like "You'll Never Walk Alone" and "12th Man of Liverpool FC" with unmatched gusto!

When the players arrived in their Liverpool jerseys, explosion of flashbulbs and hysterical screams filled the air. The atmosphere was simply electrifying and it was a worthwhile wait for fans who were finally rewarded with smiles from heartthrobs, Fernando Torres and Jamie Carragher.



SUMMER WITH A VELOCITY SPLASH!

This summer, Velocity brought a cool outdoor pool to the shopping mall for the Great Singapore Sale, creating an outdoor experience like no other. Members of the public were treated to a series of sports activities with an aqua-twist, where they watched sportsmen and women sparred their skills with like-minded athletes in the Velocity Great Summer Splash!

Holding more than 50 cubic metres of water, the pool took more than 2 days to fill. It is the biggest temporary outdoor pool in Singapore. Over 40 teams participated in the novel competitions that were held over 3 weekends. Through special tie-ups with selected sports associations, Velocity hosted a series of exciting matches for underwater hockey, aqua volleyball and water polo. Shoppers got their dose of entertainment from these exciting games as well as an up-close view of the water babes and hunks.

The promotion also saw special partnerships with Olympus, Nivea Sunscreen and 100 Plus. Shoppers



and participants sampled Nivea products at the event area under the blazing summer sun; participants had free rounds of 100 Plus drinks during the competitions and Olympus put up an amazing photo exhibition of underwater pictures.

Kids also had their fair share of fun with the remote control boat challenge and sand castle building. A smaller pool with obstacles entertained the young ones

and the sand pit area allowed them to build their own sand castles. Shoppers were rewarded with an underwater camera when they spent \$100 in the mall. When they increased their spending to \$180, they were given a free scuba diving trial with a fully certified instructor.

The next in line would be a street basketball mania in the September holidays. If you are an ardent basketball fan, don't miss out on this event at Velocity!

BEN 10'S SUPERHEROES AT UNITED SQUARE

United Square kick-started the June holidays with adrenaline pumping stunts and power-packed fun from the Ben 10 Ominitrix Live show and Meet and Greet. The crowd embarked on an adventure with Ben Tennyson together with Four Arms and Wildmutt to discover how an ordinary boy became a hero to fight against evil.



For 17 days, crowd thronged the atrium to watch the premiere multi-media show in Singapore. Children queued to meet their superheroes on stage, and left smiling with their posed photographs. "A 15% increase in mall traffic was registered despite the weak economic growth. United Square shoppers have shown resilience in their spending with Ben 10 items and premiums fully redeemed even before the promotion ended," said Ms Patricia Kwek, Advertising & Promotions Manager.

"The Ben 10 show was a good retail booster to spur spending for retailers like us. Shoppers are showing more optimism and this is indeed very encouraging." said Felix Tan, Senior Marketing Manager, Toys"R"Us.





UNITED SQUARE PROMOTES GOOD HAND HYGIENE WITH TAN TOCK SENG HOSPITAL

United Square partnered Tan Tock Seng Hospital (TTSH) in a National Campaign to promote good hand hygiene. The TTSH CSI Wash & Win Promotion is aimed at educating the public on proper hand hygiene and is part of TTSH's CSI (Clean, Safe, Infection-free) campaign.

Throughout a day's activities, our hands touch many different surfaces, such as tabletops, handgrips on public transports,

door handles and lift buttons. These are prime vehicles for the spread of germs and infections. The way one washes one's hands can help stop the spread of infections, therefore the importance of the TTSH CSI campaign. This campaign aims to prevent the ongoing transmission of the germs that cause influenza, food poisoning, Hand, Foot and Mouth Disease (HFMD) and other serious illnesses.

United Square was the public venue for the handwashing demonstrations from



1 June to 7 July 2009, Mondays to Fridays to encourage people to change their lifestyles and make handwashing second nature. A coupon for the lucky draw was given to participants who successfully followed the 7-steps correctly. For the effort made, public stood a chance to win a brand new Subaru Impreza, sponsored by Subaru Motor Image as well as nine other goodies ranging from a plasma TV to Nintendo Wii and shopping vouchers.

ACCOLADES FOR NEWTON SUITES AND ONE-NORTH RESIDENCES

Newton Suites won the 1st Runner Up (Residential Category) at the recent FIABCI Prix d'Excellence Award, and one-north Residences received Best Urban Design and Master Planning (Highly Commended) at the Cityscape Asia Real Estate Awards.

Newton Suites has clinched numerous prizes for its outstanding model for vertical living in dense urban settings. Its unique features of green creeper walls, protruding sky gardens for semi public spaces and sun shadings to filter direct sunlight, are cleverly integrated into the contemporary architecture. Through these sustainable features, the development controls the climate in a passive way for tropical living conditions. UOL is proud to win the FIABCI Prix d'Excellence Award, an international competition that recognizes excellence in property development. It is organized by FIABCI – the French acronym for International Real Estate Federation.



one-north Residences is set amidst a unique 200-hectare master-planned development built upon a grand vision for the future of biomedical, infocomm and digital media research and development in Singapore. It is a city within a city, a place to work and grow, and an ideal place to call home. With these distinctive characteristics, one-north Residences achieved the Highly Commended status in Best Urban Design and Master Planning at the Cityscape Asia Real Estate Awards. The Awards pay tribute to developments which have made significant contributions to Asia's progress in the real estate sector.

PAN PACIFIC BRAND EXPANDS ITS REACH



HOTEL PLAZA LIMITED RENAMES TO PAN PACIFIC HOTELS GROUP LIMITED

On 28 April 2009, Hotel Plaza Limited officially announced its renaming to Pan Pacific Hotels Group Limited (PPHG) to reflect its growing reputation as a leading branded hotel management company. The Group also announced initiatives aimed at streamlining its operations to achieve greater synergy and efficiency.

The 'Pan Pacific' brand has over 30 years of international recognition, thus was chosen to represent the new identity of the Group, to leverage on its strong brand equity. Pan Pacific Hotels Group owns and manages two brands, "Pan Pacific Hotels and Resorts" and "Parkroyal Hotels and Resorts", with properties across Asia and North America. "The renaming to Pan Pacific Hotels Group follows the successful integration process that now allows us to maximize brand equity as we move towards a multi-branded business," said Mr A. Patrick Imbardelli, President & CEO, Pan Pacific Hotels Group.



The Group's new corporate logo represents its focus and commitment to its key stakeholders – patrons, partners and principals.

The Group consolidated its corporate headquarters from multiple prime business district locations into a centralised location to increase efficiency, enhance group communications and leverage on scale. These streamlined operations will drive greater innovation, customer focus and partner engagement. The integration of the PANTHER Distribution System, a single distribution platform for both brands, is targeted at achieving operational synergy and optimise revenue opportunities.

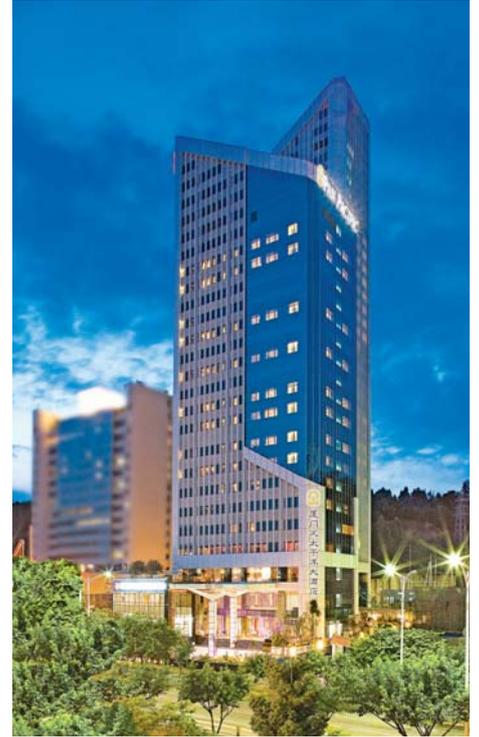
PAN PACIFIC HOTELS GROUP SET UP GLOBAL SALES OFFICE IN SYDNEY

Pan Pacific Hotels Group opened its Sydney's Global Sales Office early this year. This is the sixth Global Sales Office and is part of the strategy to expand the brands' customer relationships across key source markets.

The Global Sales office is headed by newly appointed Louise Barker as Global Director of Sales. Louise has more than 15 years of hospitality background with multi-branded hospitality chains. She

manages the development and execution of a strategic sales plan across Australia to promote both Pan Pacific and Parkroyal hotels, and oversees the management of global corporate accounts in Australia and the expansion of the corporate and leisure segments.

Pan Pacific Hotels Group has five other Global Sales Offices in Hong Kong, London, Singapore, San Francisco and Tokyo.



NEW PAN PACIFIC HOTEL OPENS IN XIAMEN, CHINA

Pan Pacific brand set its foot into China with the opening of Pan Pacific Xiamen in August 2009. The hotel underwent a series of hotel enhancements to deliver the level of personalised experience synonymous with the Pan Pacific brand. The hotel was formerly known as Sofitel Plaza Xiamen.

"We are very excited about the opening of the Pan Pacific Xiamen as that allows us to bring the Pan Pacific experience to more guests in China," said Mr A. Patrick Imbardelli, President and CEO, Pan Pacific Hotels Group. "Keeping pace with the tremendous progress of the city, the newly improved Pan Pacific Xiamen redefines service standards for the local hospitality industry."

With the new Pan Pacific Xiamen, guests can expect an enhanced overall experience in line with the Pan Pacific standard of luxury, starting from the booking process through to their arrival and stay at the hotel. The hotel lobby was refurbished to reveal a fresh new look, in line with Pan Pacific's unique brand of subtlety, delicate service and attention to detail. Other extensive refurbishment includes improved features in rooms and suites, the inclusion of Pacific Club lounge, and Pan Pacific's award-winning Cantonese restaurant, Hai Tien Lo.